



Receptions Banquet Center
1379 Donaldson Rd, Erlanger, KY
Thursday, August 17, 2006

AGENDA

8:30 am – 9:00am	Registration & Continental Breakfast NETWORK WITH EXHIBITORS
8:45 am - 9:00am	Welcome - Marc Otto, Mayor-City of Erlanger
9:00 am - 10:00am	China's Commercial Landscape: Current & Emerging Issues Bill Lawton, Commercial Officer, U.S. Commercial Service <i>Formerly based at the American Consulate in Shanghai</i>
10:00am - 10:30am	Toolkit for U.S. Companies - Local Trade Resources <ul style="list-style-type: none">• Northern Kentucky International Trade Association: Matt Ruecker, Vice-Chairman• U.S. Commercial Service: Sara Moreno, Director-Lexington• Kentucky World Trade Center: Holley Groschek, Executive Director• KY Cabinet for Economic Dev't: Mark Peachy, Director-International Trade• State of Ohio – International Trade Division: Kari Garnes, Trade Advisor• Cincinnati USA Regional Partnership: Tamara Lang, Program Director• Hong Kong Trade Development Council: Mr. Richard Tam, Director, Chicago Office
10:30am – 11:00am	NETWORK WITH EXHIBITORS
11:00am – 12:00pm	Protecting Your Intellectual Property Cynthia Henderson, Attorney-Advisor, Office of Enforcement U.S. Department of Commerce U.S. Patent & Trademark Office (USPTO)
12:00 - 1:20 pm	Luncheon Keynote Address <u>Introductory Remarks:</u> Robert Brown, Partner, Greenbaum, Doll & McDonald <u>Welcome Remarks:</u> Martha Layne Collins, KWTC Chair & CEO; Former Governor of KY U.S.-China Trade Relations Top-to-Bottom Review: A New Phase of Greater Accountability & Enforcement Tim Stratford, Asst. U.S. Trade Representative (USTR)-China Affairs





China Risk, Reward & How to Win



AGENDA (cont)

- 1:30pm – 4:00pm** **Assessing & Reaching the Chinese Market:
Completing your Transaction**
- 1:30pm – 2:00pm** *Negotiations & Contracting*
Paul Allaer, Partner, Thompson Hine LLP
Frank Chaiken, Partner, Thompson Hine LLP
- 2:00pm - 2:30pm** *Customs & Logistics: The Challenge of Getting Your Products to Market*
Larry Christiansen, Vice President – Export Controls, JPMorgan Chase Vastera
- 2:30pm - 3:00pm** *Keys to Successful Trade Financing*
Sam Moore, Head of Trade Finance, Fifth Third Bank
- 3:00pm – 3:30pm** *Mitigating Credit Risk*
Ed Yauch, Partner, International Risk Consultants
- 3:30pm – 4:00pm** *Collecting Business Intelligence & Due Diligence*
Louise Kern, Managing Director, GLOBIS
- 4:00pm - 4:15pm** **NETWORK WITH EXHIBITORS**
- 4:15pm – 5:00pm** **Local Perspectives on Doing Business in China**
Daniel B. Cunningham, President/CEO, Long-Stanton & Lee (www.LSandLee.com)
Gerald Plappert, CFO, Fisher-Klosterman (www.fkinc.com)
Mark Stoller, VP Global Manufacturing, SWECO (www.sweco.com)
Kathy Gosser, Senior Director, Yum! Brands, Inc. (www.yum.com)
- Topics include: B2B Perspective in China, Challenges
Strategies for Success, & Lessons Learned

